

UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D.C. 20530

JUL 23 1971

## AMENDMENT TO REGISTRATION STATEMENT

SECTION

Pursuant to the Foreign Agents  
Registration Act of 1938, as amended.1. Name of Registrant  
Ruder & Finn Incorporated  
110 East 59th Street  
New York, New York 100222. Registration No.  
1481

3. This amendment is filed to accomplish the following indicated purpose or purposes:

☐ To correct a deficiency in☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.☐ Initial Statement☐ Supplemental Statement  
for \_\_\_\_\_☐ Other purpose (specify) To register the  
Government of Malaysia as a client of  
Ruder & Finn.☐ To give notice of change in an  
exhibit previously filed.4. If this amendment requires the filing of a document or documents, please list -  
Exhibit A  
Exhibit B

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

The Government of Malaysia retained Ruder &amp; Finn Incorporated as a public relations agency effective July 15, 1971. Please see copy of contract attached to Exhibit B.

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)

  
Charles Lipton  
TreasurerSubscribed and sworn to before me at New York, New Yorkthis 23rd day of July, 19 71JOSEPHINE L. COLON  
Notary Public, State of New York  
No. 41-0714870-Qual. in Queens Co.  
My commission expires Certificate filed in New York County  
Commission Expires March 30, 1973  
Josephine L. Colon  
(Notary or other officer)

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EXHIBIT A

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TO REGISTRATION STATEMENT

REGISTRATION SECTION

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement  
and for EACH additional foreign principal acquired subsequently.

1. Name and address of registrant  
Ruder & Finn Incorporated  
110 East 59th Street  
New York, New York 10022

2. Registration No.  
1481

3. Name of foreign principal

Government of Malaysia

4. Principal address of foreign principal  
Government of Malaysia  
Ministry of Commerce & Industry  
Kuala Lumpur, Malaysia

5. Indicate whether your foreign principal is one of the following type:

☒ Foreign government

☐ Foreign political party

☐ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☐ Other (specify) \_\_\_\_\_

☐ Individual - State his nationality \_\_\_\_\_

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Ministry of Commerce & Industry

b) Name and title of official with whom registrant deals.

Nasruddin bin Mohamed, Secretary-General

7. If the foreign principal is a foreign political party, state:

a) Principal address

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b) Name and title of official with whom the registrant deals.

SEE SS 9-27-71

c) Principal aim

Not Applicable

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Not applicable

b) Is this foreign principal

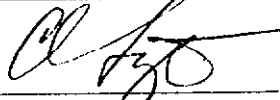
- Owned by a foreign government, foreign political party, or other foreign principal ..... Yes ☐ No ☐
- Directed by a foreign government, foreign political party, or other foreign principal.... Yes ☐ No ☐
- Controlled by a foreign government, foreign political party, or other foreign principal.. Yes ☐ No ☐
- Financed by a foreign government, foreign political party, or other foreign principal... Yes ☐ No ☐
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐
- Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

Not Applicable

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Not Applicable

Date of Exhibit A	Name and Title	Signature
7/23/71	Charles Lipton, Treasurer	

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EXHIBIT B

TO REGISTRATION STATEMENT  
Under the Foreign Agents Registration Act  
of 1938, as amended

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn Incorporated 110 East 59th Street New York, New York 10022	Government of Malaysia Ministry of Commerce & Industry Kuala Lumpur, Malaysia

Check Appropriate Boxes:

- ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
  - ☐ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
  - ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

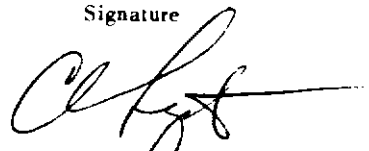
To encourage American investment in Malaysia through counselling, planning and working on specific public relations projects, writing and distributing releases, feature stories and interviews with editors and presenting the client to various segments of the Trade press.

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Please see answer to question 4 and copy of contract.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?<sup>1/</sup> Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Date of Exhibit B	Name and Title	Signature
7/23/71	Charles Lipton Treasurer	

<sup>1/</sup> Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

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REGISTRATION SECTION

AGREEMENT made on 17th June, 1971 between RUDER & FINN, New York of New York City and THE GOVERNMENT OF MALAYSIA hereinafter called the "Client".

The parties agree to the following:

1. The Client confirms that it is retaining Ruder & Finn - New York as Public Relations Counsel effective for a period of twelve months from 15th July, 1971.
2. Ruder & Finn will allocate staff time to public relations activities on behalf of the Client. This time will be spent on such activities as counselling, creating, planning and working on specific public relations projects, writing and distributing releases and representing the Client to various segments of the public. Approximate time requirements for the execution of the Client's PR program and the nature of the staff time charges as set forth in section 3 below will be reviewed with the Client in advance of assignment of personnel to the work.
3. During the year, Ruder & Finn will concentrate on generating increased enquiries and concrete examples of investment interest in Malaysia on the part of North American and international companies, particularly in the following industrial categories:
  1. Electronics
  2. Agro-based industries
  3. Food processing
  4. Timber-based industries
  5. Rubber-based industries

6. Tin-based industries
7. Other resource-based industries
8. Plastics-fabrication industries
9. Other industries as may be requested by the Federal Industrial Development Authority, Malaysia.

Within six (6) weeks from the effective date of the agreement, a one-year public relations plan will be submitted to the Ministry of Commerce and Industry/Federal Industrial Development Authority, Malaysia, outlining specifically what will be done by Ruder & Finn. This program will then be submitted to the Government for approval before it is put into effect.

4. The fee of Ruder & Finn, New York will be US\$65,000 per year for management counsel, formulation and overall supervision of the client's public relations program by the senior management group of Ruder & Finn's New York office. This is payable in monthly installments of US\$5,416.66.

Services by all other offices of Ruder & Finn are billable at additional, prevailing inter-office billing rates.

Services by our domestic and international field network are billable to the client at agreed upon rates based on the nature of the field assignment.

However, the top figure for the annual budget will not exceed US\$95,000 including fees and all expenses.

5. The Client agrees to deposit with Ruder & Finn the sum of US\$5,000 to be used as a revolving credit against which such out-of-pocket disbursements, when approved by the

Client, may be paid. Ruder & Finn agrees to refund promptly to the Client any unspent balance remaining therein at the completion of this agreement or extension thereof.

6. Services rendered the Client by Research & Forecasts, Inc., The Publications Section, Inc., P.R. Production Co., Inc., Ruder, Finn & Fujita, Inc., Ruder & Finn International, Inc., and other subsidiaries of Ruder & Finn Incorporated may be billed with the Client's approval on the invoices of such subsidiaries or contained in the monthly expense invoices of Ruder & Finn.
7. Retainer fees are billable in advance and invoices are mailed on the first of every month or as of the contract date. Expenses incurred in accordance with program requirements are billed monthly, usually within two or three weeks after the end of the month. Payment of fees and expenses is due within thirty (30) days from the date of receipt of invoice. All major expenses are cleared with the Client before they are incurred.
8. This agreement may be terminated by either party at any time, upon thirty days' notice.

IN WITNESS WHEREOF, the parties hereto have executed this agreement the day and year first above written.

By Norman Weissman  
Norman Weissman  
RUDER & FINN

(TITLE)

By Nazruddin bin Mohamed  
Nazruddin bin Mohamed,  
Secretary-General, Ministry of Commerce & Industry,  
Malaysia.